ABSTRACT OF THE DISCLOSURE

An automatic transmission controller and method therefor, comprising: a plurality of torque transmission means provided between an input shaft and an output shaft of a gear-drive transmission, so that at least one gear ratio of the torque transmission means is formed by a friction clutch while the other gear ratios of the torque transmission means are formed by dog clutches, and the friction clutch is controlled when gearshifting is carried out from one gear ratio to another gear ratio; wherein gearshifting time is controlled to be shorter when a depress stroke of an accelerator pedal increases after a gearshifting start request, than that when the depress stroke of the accelerator pedal is fixed.